



San Luis Obispo County Tourism Business Improvement District (CBID)

Highway 1 Discovery Route: Coastal Discovery and Stewardship (Jan 15 – Feb 29, 2016) STAY. PLAY. CONNECT. CARE

The unincorporated County Tourism BID (CBID) will again host Coastal Discovery and Stewardship from January 15 - February 29, 2016. Our goal is to provide additional marketing support to bring visitors to our area during our slower Shoulder Season months (January – March).

A selection of more than 35 Coastal Discovery events and Stewardship activities will be enjoyed by visitors - including our 2nd annual BlendFest on the Coast, Marine Protected Area Underwater Park Day, elephant seal docent-led educational walks, hands-on citizen science programs at San Simeon Cove and many others (see events detail on page 2).

The CBID will encourage our lodging constituents to create a Jan/Feb package that they can promote to past and potential visitors, with the Coastal Discovery and Stewardship out-of-area messaging launching on January 8, 2016.

As in the past two years, the CBID hopes to partner with various stakeholders, including Hearst Castle Theater, Oceano Dunes State Parks, Coastal Discovery Center, Montana de Oro State Park, the Central Coast Aquarium and the California Marine Protected Areas.

The highlight of our 7-week promotion has been the ocean-focused film that the CBID has sponsored for FREE showings on Saturdays at 7pm (from mid-January through the end of February) at the Hearst Castle Theater. This year we have confirmed agreement from the film maker, Judy Irving, for showing the film *Pelican Dreams*. PELICAN DREAMS, from the director of *The Wild Parrots of Telegraph Hill*, follows a wayward California brown pelican rescued from the Golden Gate Bridge into care at a wildlife rehabilitation facility, and from there explores pelicans' nesting grounds, Pacific Coast migration, and survival challenges. The film is about wildness: how close can we get to a wild animal without taming or harming the animal? Why do we need wildness in our lives and how can we protect it?

As we continue the pursuit of our core value of Sustainability and Stewardship, the CBID is creating a Wildlife Viewing Guide, and additionally, we are working with the Whale Trail (www.TheWhaleTrail.org) to create the largest number of whale trail sign locations in a single county along the Pacific Coast, with six being proposed along San Luis Obispo County's Highway 1.

"Stewardship travel helps visitors make a different on vacation," says San Luis Obispo County BID's Stewardship Travel Director and seasoned adventurer, Diane Strachan, a leader in outdoor adventure travel and environmental education for the past 35 years. "It's about having many opportunities to care, learn and connect more deeply while on vacation. This is tourism for the 21st century."

Events and Activities

Pelican Dreams movie at Hearst Castle Theater (weekly on Saturdays starting at 6pm)

Dates: 1/16, 1/23, 1/30, 2/6, 2/13, 2/20, 2/27

Pelican Talk and Stolo Tasting at Stolo Winery (TBD; dates available Jan 16, 23/24, Feb 6/7)

BlendFest on the Coast - 2/21

Pacific Coast Wine Trail Coastal Discovery and Stewardship Wine & Food Pairings (date based on winery)

SLO Wine unique tasting room pairings for entire 8 weeks of promotion (date based on winery)

MPA Underwater Park Day – 1/16

Elephant Seal Exploratory Tours (weekly on Saturdays)

Dates: 1/16, 1/23, 1/30, 2/6, 2/13, 2/20, 2/27

Cayucos Cleanup Kit and Appreciation Tote Bag - Daily

Coastal Discovery Center at San Simeon Cove (Friday through Sunday)

Dates: 1/15, 1/16, 1/17, 1/22, 1/23, 1/24, 1/29, 1/30, 1/31, 2/5, 2/6, 2/7, 2/12, 2/13, 2/14, 2/19, 2/20, 2/21, 2/26, 2/27, 2/28

Elephant Seal Docent-Lead Educational Walks - Daily

Piedras Blancas Light Station Historical Tours (Tues, Thurs and Sat)

Dates: 1/16, 1/19, 1/21, 1/23, 1/26, 1/28, 1/30, 2/2, 2/4, 2/6, 2/9, 2/11, 2/13, 2/16, 2/18, 2/20, 2/23, 2/25, 2/27

Hands-on Citizen Science Programs at San Simeon Cove (weekly on Saturdays)

Dates: 1/16, 1/23, 1/30, 2/6, 2/13, 2/20, 2/27

Fiscalini Ranch Preserve Monthly Work Day (third Saturday) – 2/20

Cambria Cleanup Kit and Appreciation Tote Bag - Daily

Walk Back in Time: Cambria Museum Self-Guided Tour (Friday through Monday)

Dates: 1/15, 1/16, 1/17, 1/18, 1/22, 1/23, 1/24, 1/25, 1/29, 1/30, 1/31, 2/1, 2/5, 2/6, 2/7, 2/8, 2/12, 2/13, 2/14, 2/15, 2/19, 2/20, 2/21, 2/22, 2/26, 2/27, 2/28, 2/29

Cayucos Bluff Nature Walk – Saturday or Sunday in February

Cayucos Save the Pier Educational Walk and Talk – Daily

Estero Bluffs State Park – Daily

Cayucos Land Conservancy Bluffs & Nature Walks – Monthly on Sat or Sun

Montana de Oro & Trail Restoration Days – 2/7

El Moro Elfin Forest Docent-Led Nature Walks – 2/20

El Moro Elfin Forest Volunteer Days – 2/6

Old Edna Townsite Self-Guided Tour & Wine Tasting Option (monthly on last Wed & Thurs)

Dates: 1/27, 1/28, 2/24, 2/25

Point San Luis Lighthouse Volunteer Days (Tuesdays)

Dates: 1/25, 2/2, 2/9, 2/16, 2/23

Point San Luis Lighthouse Docent-Lead Hikes Pecho Coast Trail (Wednesdays & Saturdays)

Dates: 1/23, 1/27, 1/30, 2/3, 2/6, 2/10, 2/13, 2/17, 2/20, 2/24, 2/27

Point San Luis Lighthouse History Tours (Wednesdays & Saturdays)

Dates: 1/23, 1/27, 1/30, 2/3, 2/6, 2/10, 2/13, 2/17, 2/20, 2/24, 2/27

Bird Sanctuary Day in Avila Beach (2/20)

Avila Beach Cleanup Kit and Appreciation Tote Bag – daily

Central Coast Aquarium Hours – (Friday through Sunday)

Central Coast Aquarium Shark Feeding and Tour (Friday through Sunday)

Central Coast Aquarium Jelly Fish Feeding and Tour (Friday through Sunday)

Central Coast Aquarium Beach Clean-up kit (Friday through Sunday)

Dates: 1/15, 1/16, 1/17, 1/22, 1/23, 1/24, 1/29, 1/30, 1/31, 2/5, 2/6, 2/7, 2/12, 2/13, 2/14, 2/19, 2/20, 2/21, 2/26, 2/27, 2/28

Central Coast Aquarium Sharks After Dark Wine and Science and Mixer - 2/27

Oceano Model Railroad & Historic Depot Restoration Days (last weekend of Jan.) – 1/30, 1/31

Monarch Butterfly migration – daily in both Los Osos and Pismo Beach

Huell Howser Memorial Nature Walk at Oso Flaco - 2/13

Oceano Dunes campfire program with talk Chumash and the Pismo Clam – 2/20

Oceano Dunes Junior Ranger Program – 2/20

Volunteer at Guadalupe-Nipomo Dunes Natural History Center – as needed throughout Feb

Nipomo Native Garden Volunteer Days – 2/6

Rancho Nipomo Historical Dana Adobe Visit (Saturdays & Sundays)

Dates: 1/16, 1/17, 1/23, 1/24, 1/30, 1/31, 2/6, 2/7, 2/13, 2/14, 2/20, 2/21, 2/27, 2/28